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- (71) Applicant (for all designated States except US): NIN-TENDO OF AMERICA INC. [US/US]; 4820 150th Avenue, N.E., Redmond, WA 98052 (US).
- (72) Inventors; and
- (75) Inventors/Applicants (for 1'S only): JUNGER, Peter, J. [US/US]; SiRAS.com, 1528 150th Avenue, N.E., Redmond, WA 98052 (US). SHOECRAFT, Cassandra, B. [US/US]; SiRAS.com, 1528 150th Avenue, N.W., Redmond, WA 98052 (US). KOON, David, G. [US/US]; SiRAS.com, 4528 150th Avenue, N.W., Redmond, WA 98052 (US).
- (74) Agent: KAGEN, Alan, M., Nixon & Vanderhye P.C., Suite 800, 1100 North Globe Road, Artington, VA 22201-4714 (US).

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(54) Title: METHOD/APPARATUS FOR ENABLING PURCHASERS TO OBTAIN RETURN INFORMATION TO RETURN PRODUCTS VIA ON LINE TRANSACTIONS

(57) Abstract: An electronic registration system facilitates authorized product returns and reduces the incidence of improper returns. A rerailer sales associate is prompted to enter individual product identification information such as an individual serial number. This individual product identification information is then stored in a data base along with the date on which the product was sold and an appropriate UPC code, SKU number or manufacturer code. A check digit algorithm may be used to verify the serial number prior to storage. A sales receipt may be imprinted with at least the date of the transaction and the serial number. When a product is returned, the retailer may cross-reference the serial number on the product with that on the receipt to verify the sales receipt. Otherwise, the database may be searched for portinent sales information. A customer may also access a return authorization engine via the Internet to obtain return approval, an authorization number, return instructions, etc. to reduce retailer hassle.

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Name and mailing address of the INA/US Commissioner of Patents and Traden arks Box PCT Washington, D.C. 20231

Pacsimile No. (703) 305-3230

Authorized officer

Telephone No.

DOUGLAS A. HESS

(703) 305-3900